

AMENDMENTS TO THE CLAIMS

1. (currently amended) A method of selecting and displaying a video segment to a viewer comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;
displaying said video segments to said viewer;
sensing viewer reaction input to said displayed video segments from said viewer through at least one sensor after receiving a start trigger;
detecting a stop trigger;
transmitting said input to a remote computer;
analyzing said input to generate affinity data;
selecting a specific video signal based on said affinity data; and
displaying said specific video signal to said viewer.

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2. (original) The method of claim 1 wherein said sensor comprises at least one button pressed by a viewer.

3. (previously presented) The method of claim 1 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

4. (currently amended) A method of collecting affinity data comprising:
transmitting a plurality of video segments from a broadcast center to a viewer;
displaying said video segments to said viewer;
sensing viewer reaction input to said displayed video segments from said viewer through at least one sensor after receiving a start trigger;
analyzing said input to generate affinity data;
selecting a specific video signal from a plurality of video signals being broadcast to said viewer, said selection being based on said affinity data;
detecting a stop trigger;
transmitting said affinity data to a remote computer; and